



Tim Johnson is an award-winning designer, writer and brand strategist with over 25 years experience creating value for organizations of all types and sizes. He was a principal at Loucks & Johnson, and Manager of Brand Development at SessionsGroup. These two firms are among Houston's oldest and most recognized design agencies. He has owned Brandwave since 2003.

The designs shown herein were designed exclusively by Tim Johnson, or with Tim Johnson in the lead design role. No parts of this publication may be reproduced without permission.

www.brandwave.net
281.529.5603



PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE

Alcohol and drug use has been called America's number one public health concern. Drugs and alcohol impact millions of Americans and affect the delivery of health care on many levels. They confound diagnoses by masking symptoms. They interfere with treatments by causing dangerous drug interactions, and they directly contribute to over 70 conditions that require hospitalization. Despite these compelling concerns, the medical community has not developed universal practices to address alcohol and drug use within the scope of routine medical care.

In 2003, The US Department of Health and Human Services awarded grants to fund eleven pilot programs around the country to develop and model a set of best practices to screen for drugs and alcohol in the primary care setting. In Texas, the pilot program took the form of a collaboration between UT Health Science Center, UT Addiction Research Institute, Baylor College of Medicine, The Council On Alcohol and Drugs Houston and Harris County Hospital District.

Brandwave led a strategic branding and communication program over the five-year life of the grant. Of the eleven pilot programs funded, the Texas program was the only one with a formal communications strategy. Not coincidentally, it was also the highest performing program in terms of adoption, process documentation and positive patient outcomes.

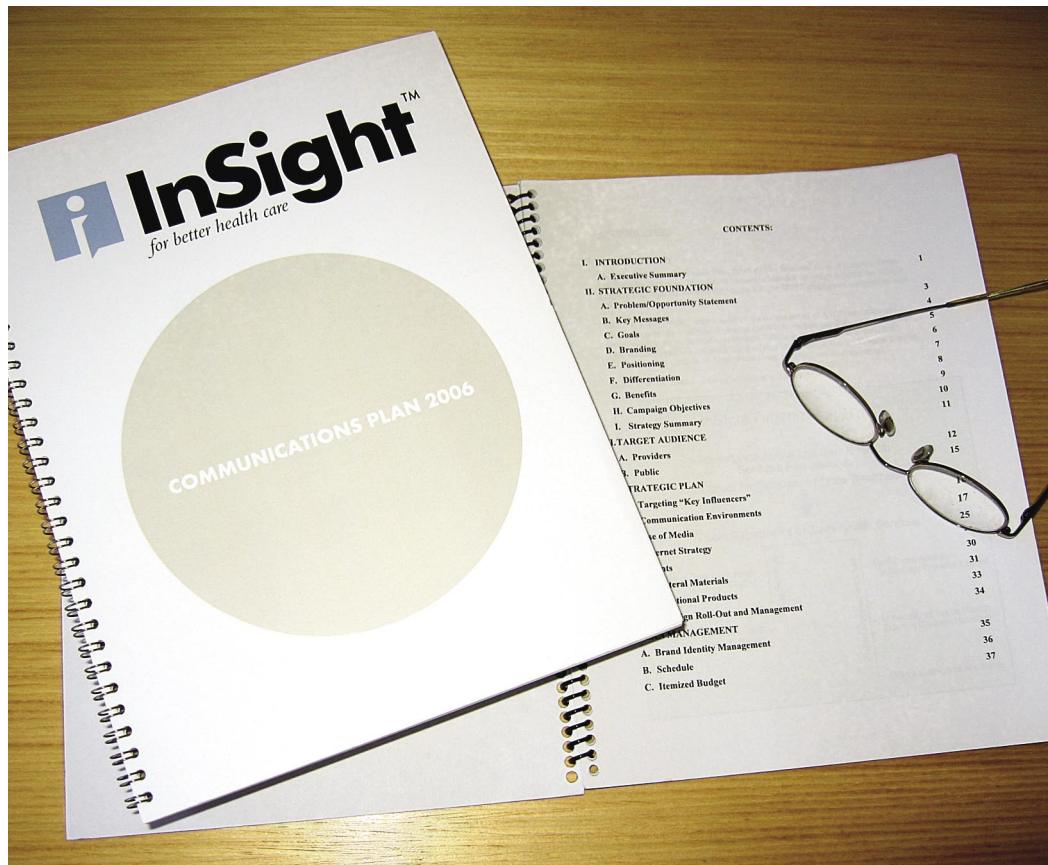
IDENTITY

NAMING: A number of names were generated and vetted before selecting InSight and its associated URL, insightforhealth.com.

LOGO: The door symbolizes a view into the patient's health and a portal to a more insightful health care system.



PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE



“Tim Johnson of Brandwave designed the logo, multiple brochures, website, and an entire marketing plan from start to finish. He did a masterful job and was fun to boot! Trust me on this: If you have a challenging project, Brandwave is the firm to call on.”

Carol Garza, InSight Collaborator

UNIFYING DISPARATE AGENDAS:

A brand strategy considers all points of view, and allows every stakeholder to see the big picture. In the case of InSight, participants tended to view their own operational mandates as though they were the fundamental core of the program. Our strategy gave doctors, nurses, hospital administrators and the public a common voice with which to address the issue.

STRATEGY

A comprehensive plan was developed to address a broad range of constituents and interests. Our charge was to communicate the InSight message to **three distinct audiences**:

THE PUBLIC: Your doctor is the best source of unbiased, accurate information about how alcohol and drugs affect your health.

HEALTH CARE PROVIDERS: The InSight protocol is a reliable and simple system that improves the quality of care for all patients.

PUBLIC POLICY INFLUENCERS: InSight will reduce costs and improve public health.



PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE



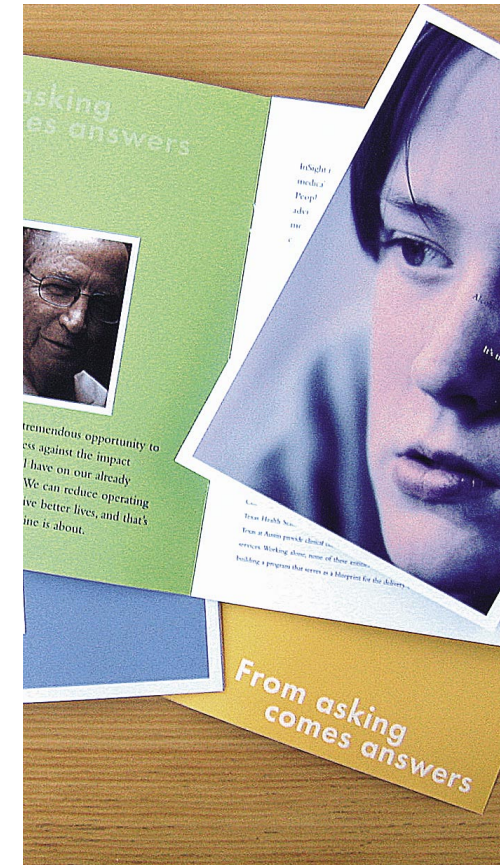
PATIENT HANDOUTS:

A set of 4 pocket-sized flyers were designed in English and Spanish, to be distributed in Harris County Hospital District facilities. Flyers address key issues relating to the public's understanding of alcohol and drugs.



PROVIDER BROCHURE:

A brochure explaining how the program works in the primary care setting was created and distributed to the medical staff of Harris County Hospital District.



INSTITUTIONAL BROCHURE:

A 20-page brochure was also developed to present the issue to key influencers throughout America. Influencers include the press, government officials, medical authorities, civic leaders and researchers.

PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE



UNIFYING DISPARATE AGENDAS:

A brand strategy considers all points of view, and allows every stakeholder to see the big picture. In the case of InSight, participants tended to view their own operational mandates as though they were the fundamental core of the program. Our strategy gave doctors, nurses, hospital administrators and the public a common voice with which to address the issue.

WEB SITE

A comprehensive web site was developed to address the needs of all three constituencies: The public, health care providers and key influencers. www.insightforhealth.com

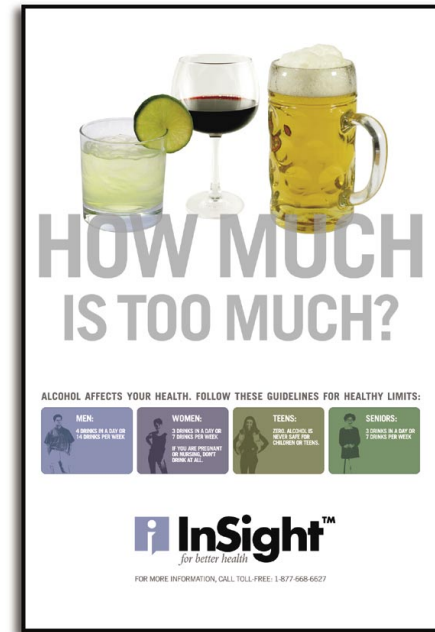


PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE



PROMOTIONAL

Promotional materials, including prescription pads, mugs, posters, pens and tote bags were produced for distribution at a variety of contact points. In addition, two videos were developed; one was played in lobbies for the public, and the other was distributed to the provider community.



PROVIDING INSIGHT INTO AMERICA'S #1 PUBLIC HEALTH CHALLENGE



LAUNCH

The InSight program was introduced to the medical community and key influencers at a Launch Event held on the campus of Baylor College of Medicine.

Speakers included:

- Deputy Director of The White House Office of National Drug Control Policy
- Director of US Dept. of Health and Human Service's Substance Abuse and Mental Health Services Administration
- CEO of The Council on Alcohol and Drugs Houston
- Influential doctors and psychiatrists



RESULT:

InSight was recognized for its success at establishing effective screening and intervention practices, and its findings were used to model federally recommended standards of care.

In addition, InSight demonstrated reductions in unsafe alcohol and drug use and average savings of \$4,700 per patient in projected future health care costs.